

ABSTRACT OF THE DISCLOSURE

There is disclosed a rotor structure of an inner rotor type motor comprising a stator including annular stator yokes each having a plurality of pole teeth along an inner circumference thereof and coils arranged inside the stator yokes, each coil constructed by winding a magnet wire and a rotor rotatably disposed with a small gap from the pole teeth of the annular yokes and having a permanent magnet arranged opposite to the pole teeth. The permanent magnet comprises a plurality of discrete segment magnets, which are arranged apart from each other by resin molding. Thus, the inexpensive inner rotor type motor rotor can be structured by using the magnet having excellent magnetic characteristics.